RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

September 22, 1997

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Page:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 48 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	3
Light Men 100	12300-24492	3
Light 100	12300-24489	3
FF 100	12300-24490	2

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **October 20, 1997**

Ship Date to Retail: **Week of: October 27, 1997**

SKU CUBE : **1.0195**
SKU WT (w/o Product): **1.7300 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$1,949.71 (All PA Use)**

51845 6302

Source: https://www.industrydocuments.ucsf.edu/docs/hpny0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$53.90 (3.85 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enclosures:
- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

51845 6303

Source: https://www.industrydocuments.ucsf.edu/docs/hpny0000

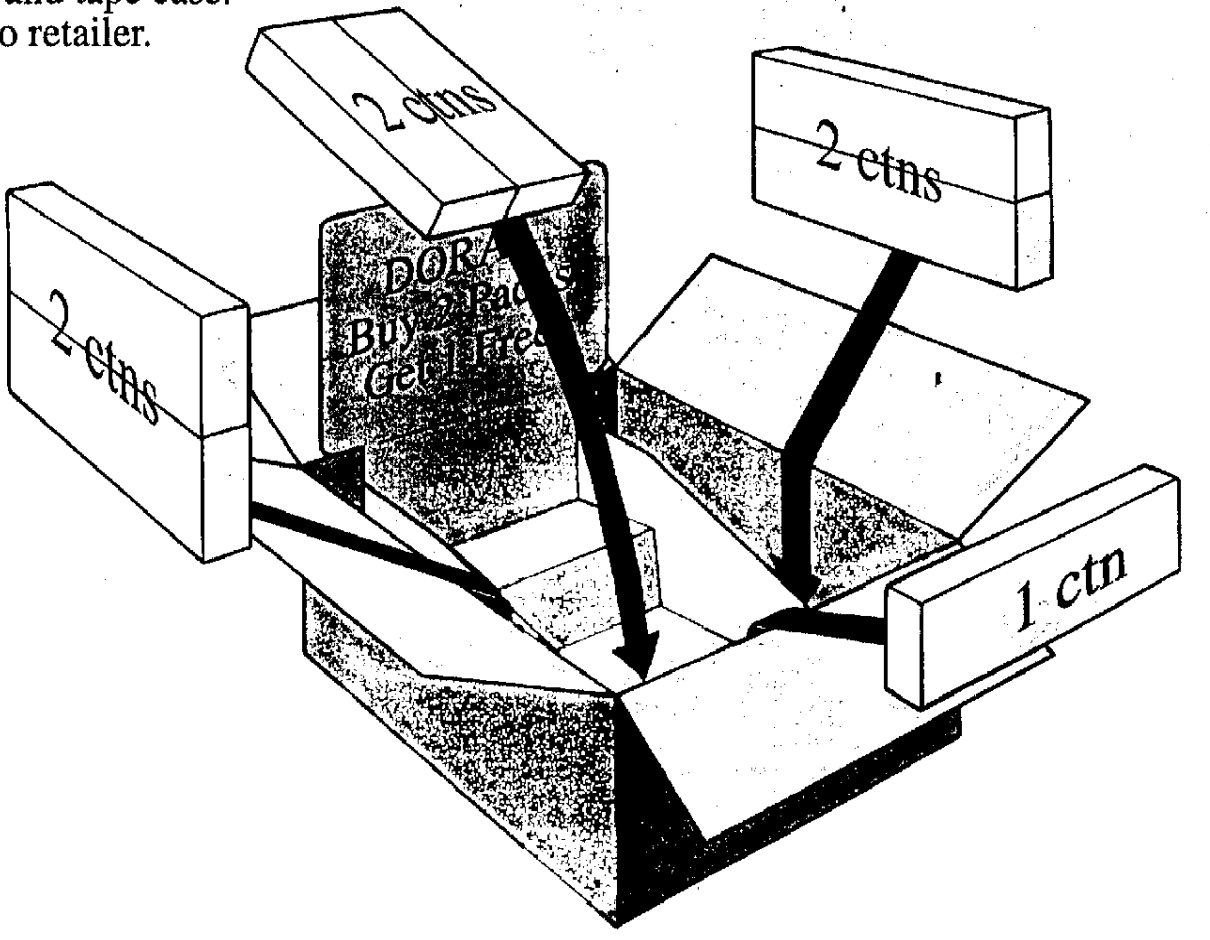
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174
Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	FF 100		
Number of Cartons	2	2	2	1		

51845 6304

Source: https://www.industrydocuments.ucsf.edu/docs/hpny0000

WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 701647 71100 DOR B2G1F NOV
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	2	NYS			(716)483-5371
162606	162628	764502	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY	14701	2	NYS			(716)664-6955
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	2			BRU	(814)367-2707
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	4			BRU	(814)326-4616
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	3				(814)887-5585
162607	162225	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	5			BRU	(814)228-3660
162607	162225	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	4			BRU	(814)848-7501
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	2			917609	(814)968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	2			941856	(814)435-2178
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	3			BRU	(814)723-7199
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	2				(814)834-7070
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	5				(814)726-0341
162607	162225	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	4			BRU	(914)228-3318
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	2				(814)723-5705
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2				(814)438-3422
173001		572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	2			939827	(814)589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	2				(814)827-1227

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 48

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 48

51845 6305

Source: https://www.industrydocuments.ucsf.edu/docs/hpny0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 11/05/97

ACCOUNT NUMBER: 044880
VOUCHER NUMBER: 15377470
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 53.90

A.D. BEDELL
PO BOX 349
SALAMANCA , NY 14779

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.85	53.90

EXPLANATION: NOV DOR B2G1F 701647 CAA

51845 6306

Source: https://www.industrydocuments.ucsf.edu/docs/hpny0000